Basic Recruitment Training Overview FY2015

The Federal Government has many resources available designed to help with recruitment (e.g., hiring flexibilities, hiring authorities). Human resources professionals and hiring officials are the key to improving Federal recruitment, but some lack the basic recruitment skills to enable them to seek out top talent from all segments of society. The Recruitment Policy and Outreach team at the U.S. Office of Personnel Management has created training that is designed to advance strategic and tactical recruiting acumen at all levels.

Who should attend?

- Human resources professionals who advise hiring officials on recruitment and hiring

- Hiring officials who are responsible for recruiting and building high performing teams

- Employees that participate in recruiting and outreach activities (e.g., special emphasis, campus)

What is the time commitment?

- The entire curriculum can be accomplished in four half-day sessions training

- Training modules can be selected a la carte

- Virtual options for dispersed teams (i.e., AdobeConnect)

Cost
Reimbursement of instructor travel expenses if training is outside the National Capital Region (NCR). There is no charge for the training.

POC
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Curriculum

- ***Basic Recruitment Training***: Instructor led training that covers planning, employer branding, recruitment strategies and tactics, sourcing, onboarding, collaboration, and marketing as two-day training or a la carte.

   - ***Module 1-Effective Job Opportunity Announcements (1.5 hrs):*** Increase the effectiveness of your Job Opportunity Announcements by turning them into clear, realistic marketing tools.

      - Communicating clearly
      - Incorporating realistic job previews

- Writing appealing JOAs
- o **Module 2-Recruitment Sourcing (2 hrs):** Focuses on defining your hiring needs and creating a sourcing plan to seek out top talent.
  - Recruitment strategy meeting
  - Sourcing talen
  - Planning
  - Resources
- o **Module 3-Collaboration (45 min):** Focuses on how human resources professionals and hiring officials can build a recruitment team and keep a recruiting process on track.
  - How HR and hiring officials can work together
  - Available resources
  - How to build a recruitment team
- o **Module 4-Employment Branding (2 hrs):** An introduction to the concept of employment branding including creating an employment value proposition and communicating your brand.
  - Employment branding introduction
  - Building your brand (step-by-step)
  - Communicating your brand
  - Measuring brand effectiveness
- o **Module 5-Campus Recruitment (2 hrs):** Presents a structured methodology that aligns with the academic year, provides for continuous improvement, and maximizing targeted recruitment efforts.
  - Recruitment lifecycle
  - Tiered recruitment strategy
  - Branding
  - Targeted recruitment
- o **Module 6-Onboarding (45 min):** An introduction to onboarding and a survey of best practices that will help you improve new hire time-to-productivity and retention.
  - Elements of effective onboarding
  - Onboarding map the first six months
  - Delivery methods
  - Key metrics

- o ***Module 7-Recruiting Analytics (60 min):*** Provides a methodology for analyzing recruitment activities:
    - Developing an analytical framework
    - Defining success
    - Focusing on what's important to your organization